

Subject: Re: Fleet week program
From: Lorena Parker
Date: 08/08/2016 12:20 PM
To: Elise Swanson
CC: "Baker, Arley" <ABaker@portla.org>, Rachel Sindelar <director@craftedportla.com>, Jonathan Williams <jwilliams@lafleetweek.org>

Arley,

We will complete the Fleet Week map by today. We will send it over to you for review. It mainly has the following components:

Fleet Week themed cover (blue instead of red to distinguish)

Our business directory

The special trolley route and hours during Fleet Week, including parking information.

The general hours that Fleet Week is open, but no details of the event. It only directs them to the website for more information.

Lorena Parker
Executive Director
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Business Improvement District
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On Mon, Aug 8, 2016 at 11:45 AM, Elise Swanson <eswanson@sanpedrochamber.com> wrote:

I am copying Lorena – she is working on a piece for Fleet Week and we should coordinate.

Elise Swanson

President/CEO

San Pedro Chamber of Commerce

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The San Pedro Chamber of Commerce is a non-profit 501 (c) (6) membership organization. The mission of the San Pedro Chamber of Commerce is to promote, support, and advocate the interests of the business community. Our vision is to make San Pedro a better place to live, work, and visit.

From: Baker, Arley [mailto:ABaker@portla.org]
Sent: Monday, August 08, 2016 8:33 AM
To: Rachel Sindelar <director@craftedportla.com>; Elise Swanson <eswanson@sanpedrochamber.com>; Jonathan Williams <jwilliams@lafleetweek.org>
Subject: Re: Fleet week program

Thanks for aggregating this info Rachel. As mentioned this weekend, POLA priced a piece with our City print shop and it came it at around \$12,000. We are continuing to lay the piece out because the deadline for the City print shop would be this Friday.

I am not a fan of the early deadline. I told Theresa that I would loop back with you to see what you wanted to do. I think the piece could offer more info, like deals and discount and other non-essential stuff. However, like the original plan envisioned with Josh Steckler, it would have to be subsidised in part by ads. Someone would need to sell ads.

The POLA could buy an ad but we cannot pay for printing other than the LA print shop.

We need to discuss what you 3 want to do about this one -- perhaps even bring Lorena into the discussion. Theresa will keep charging ahead toward our Friday deadline on a program that will not be, in my opinion, what it should/could be

On Aug 2, 2016, at 2:37 PM, Rachel Sindelar <director@craftedportla.com> wrote:

Hi guys,

Here are quotes for 100,000 programs in different formats from this place I use a lot. Would anything like this fit in the fleet week budget? They'd all work...

8pp (two sheets of paper folded, saddle-stitched) \$23363: <http://www.nextdayflyers.com/catalog-printing/85x11-catalogs.php?attr3=23665&attr336=23666&attr338=23671&attr354=27287&attr333=35284&attr8=23677&attr5=23803>
<http://www.nextdayflyers.com/catalog-printing/85x11-catalogs.php?attr3=23665&attr336=23666&attr338=23671&attr354=27287&attr333=35284&attr8=23677&attr5=23803>

8pp, half that size: \$12,766 <http://www.nextdayflyers.com/booklet-printing/85x55-booklets.php?attr3=23806&attr336=23808&attr338=23813&attr354=27283&attr333=35283&attr8=23819&attr5=23945>
<http://www.nextdayflyers.com/booklet-printing/85x55-booklets.php?attr3=23806&attr336=23808&attr338=23813&attr354=27283&attr333=35283&attr8=23819&attr5=23945>

11x25.5 folds to 11x8.5, \$24,132: <http://www.nextdayflyers.com/brochure-printing/11x255-brochures.php?attr3=22525&attr336=22526&attr338=22528&attr5=22639&attr333=22641&attr341=22646>
<http://www.nextdayflyers.com/brochure-printing/11x255-brochures.php?attr3=22525&attr336=22526&attr338=22528&attr5=22639&attr333=22641&attr341=22646>

11x17 folds to 5.67x11 - \$12,500: <http://www.nextdayflyers.com/brochure-printing/11x17-brochures.php?attr3=22524&attr336=22526&attr338=22528&attr5=22639&attr333=22641&attr341=22646>
<http://www.nextdayflyers.com/brochure-printing/11x17-brochures.php?attr3=22524&attr336=22526&attr338=22528&attr5=22639&attr333=22641&attr341=22646>

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Rachel Sindelar Waugh
Executive Director
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CRAFTED at the Port of Los Angeles
www.craftedportla.com

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